

Rep Order# 683737 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

1 of
2

857
Last Received: Printed: 07/27/2012 2:43 PM
07/27/2012 1:29 PM
Showing Brackets: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 60S
Buyer MICHAEL DETTORRE
Phone#

Agency	() SHORR,JOHNSON,MAGNUS	Rep Firm
	1831 CHESTNUT ST. #602	Sales Office () PHILADELPHIA
	PHILADELPHIA, PA 19103	Salesperson () AMY MCCREARY
Agency CTP/PAE	//60S	
Flight Dates	07/30/2012 - 08/06/2012	Salesperson Phone# 215-568-6540
Hiatus Weeks		Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -60 SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	# Spots/Week	# of Weeks	Total Spots	Total Cost
---	---	---	---	---	---	---	---	---	---	---	---
1	M-F	5A-6A	Buyline Comment: NEWS		:60	\$800.00	07/30-08/03	5	1	5	\$4,000.00
2	M	5A-6A	Buyline Comment: NEWS		:60	\$800.00	08/06-08/06	1	1	1	\$800.00
3	M,F	6A-7A	Buyline Comment: NEWS		:60	\$1,400.00	07/30-08/03	2	1	2	\$2,800.00
4	M	6A-7A	Buyline Comment: NEWS		:60	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00
5	M	430P-5P	Buyline Comment: NEWS		:60	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00
6	M-F	430P-5P	Buyline Comment: NEWS		:60	\$1,400.00	07/30-08/03	5	1	5	\$7,000.00
7	M-F	7P-730P	Buyline Comment: WHEEL		:60	\$2,200.00	07/30-08/03	5	1	5	\$11,000.00
8	M	7P-730P	Buyline Comment: WHEEL		:60	\$2,200.00	08/06-08/06	1	1	1	\$2,200.00
9	SA	7A-9A	Buyline Comment: SAT TODAY		:60	\$1,200.00	08/04-08/04	1	1	1	\$1,200.00

Rep Order# 683733 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

2 of 2

Traffic Order# 104857 Last Received: Printed: 07/27/2012 2:43 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 60S

Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103

Agency C/P/LPZ/E
Flight Dates //60S
Hiatus Weeks 07/30/2012 - 08/06/2012

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—REPORT TOTALS—
Report Totals: 22 / \$31,800.00

—SALES MONTHLY TOTALS—

Aug 12: 22 / \$31,800.00

Sales Totals: 22 / \$31,800.00

Station Totals: 22 / \$31,800.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Total	CATV	KBLR	KINC	KLAS	KSNV	KWVU
KTNV	15%	0%	0%	0%	30%	27%	25%
XXXX	0%						

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books JUL12
Demos RA35+